WEEKLY REVIEW

REILLY LANDS $720 ORDER

WHICH WILL UNDOUBTABLY BE DOUBLED

$650 Increase Received on Large Order

IT NOW TOTALS $2020

Graves Writes $375 Order

Big Orders Are Still Plentiful

GO AFTER THEM

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, July 29, 1909 — NUMBER THIRTY-TWO

Handicap Contest

Starts May 31st, Ends July 31st

SEVEN PRIZES OFFERED

First, Original Painting, Valued $100.00 or More
Second, Original Painting, Valued $100.00 or More

Third	- -	$30.00 Cash
Fourth	- -	25.00 Cash
Fifth	- -	20.00 Cash
Sixth	- -	15.00 Cash
Seventh	- -	10.00 Cash

Standings Published Weekly

Scores Based on Averages for Year to May 1st

New Men Rated by Sales Department

10 Points for Writing an Average Weekly Total.
1 Point Less for Each 1-10 Less Than Weekly Average.
2 Points for Each 1-10 Increase Over Weekly Average.
10 Points for Largest Increase Over Weekly Average.
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.
5 Points for Second Largest Number of Orders, Weekly.
1 Point for Each Day's Business.
1 Point Extra for Writing Business on the Fifth Day.
3 Points Extra for Writing Business on the Sixth Day.
1 Point for Each Mailing Card or Blotter Order.

Mr. McLaughlin has a score of 34 points for the week ending the 17th and maintains the lead in the contest. Mr. Conkling stands number two; Mr. Beelman number three; John Dean Thompson number four; Mr. Cies is in fifth place; Mr. Parks stands number six and Mr. Lott, seven. Many men are within striking distance, and a good week would put them in among the first seven men.

While at the time this article is dictated there is still practically one week left in the contest, by the time this copy of the Review reaches most of you the contest will be over as far as actual work in the field goes.

In the last issue of the Review we made a request that the sales force make an effort to

make the last week of the contest, the big week and we hope that every man will respond.

Now a few words as to the scores made during week ending the 17th. As intimated elsewhere Mr. McLaughlin makes the best score of the week. He has a total of 34 points, and makes this score in the following manner. He wrote a business slightly in excess of his average for the year, and scores 12 points. His increase was the largest over average shown by any salesman and he scores ten points under this heading. He had the second largest number of orders counting five points, and wrote business five days with one Mailing Card or Blotter order, making a total of 34.

Mr. Cies follows with a score of 29. While his business is not up to his average for the year, at the same time he writes a very satisfactory total for this time of the year. He scores seven points under this heading. Mr. Cies has the largest number of orders for the week and counts ten points under this heading. He wrote business every day and scores ten points. Adding to this two mailing card or blotter orders he has the above mentioned total.

Mr. Huffert follows with 21 points. He wrote a business slightly in excess of his average for the year and counts 11 points. He had the second largest increase over average and scores five points. He wrote business three days and two Blotter or Mailing Card orders.

Mr. Carter stands number four with a score of sixteen for the week. His business was not up to his average, still he scores six points, and adding to this ten points for a perfect week, his score is sixteen.

Mr. McCullough scores thirteen points. He wrote a business up to average and counts ten points and he counts three points for day's business.

Mr. Moore ties with Mr. McCullough with a score of thirteen. Mr. Moore scores four points for business for the week, six points for writing business on five days and three points for mailing card or blotter orders.

Mr. Beelman and Mr. Brooks tie for sixth place with twelve points each. Mr. Beelman writes a business not far behind his average for the year and scores eight points. He wrote business on four days which gives him the remaining four points of the total. Mr. Brooks' score is slightly behind his average, his score being seven points under this heading. He wrote business for three days and two mailing card or blotter orders.

PROCRASTINATION

The calendar business is quite different from almost any other business you can mention in many ways. The man who goes out to take orders for clothing, dry goods, shoes, and other staples, has no difficulty in securing an order for future delivery, because it is well understood that the goods must be manufactured, and it takes time to do this. While calendars must also be manufactured, there are a great many buyers who like to defer placing their order until as late in the season as possible, in spite of the fact that the bill is not due until January 1st, and, therefore, it makes no difference whether they order a year or 30 days ahead, yet there is a tendency to put the matter off as long as possible. A good salesman will, however, generally be able to overcome the objections of the procrastinator, and secure the order at once. Recently a case came to our notice where a bank had told one of our salesmen that they would not place their order before August. Early in July they wrote the house, stating that as they had already placed their order it would not be necessary for our salesman to call. Here was a case where a more insistent salesman overcame the objections of the buyer, and although he did not have as good a line as that of The G-B Co., and his prices were no better, he secured the order.

We are constantly receiving advices from salesmen that certain of their prospective customers will not order now, but will order in September. There is no real reason why these people should put off their buying until September or until any other date. Here's a chance for the exercise of the science of salesmanship. The successful salesman is the one who will overcome the objections of the largest number of buyers who procrastinate. Remember, that an order in the hand is worth a whole bunch of orders next September. While it may be hard to change the mind of the buyer, it will be infinitely harder to get an order after some other salesman has sold him.

We will be glad to hear from the salesmen on this subject, giving methods they use to secure orders from the people who want to wait until later.

WEEK ENDING, JULY 17th

Let us be perfectly frank. We are not satisfied with the results from the sales force for the past several weeks. We have not been keeping up our big increase. Of course, we do not expect to do as much business in July and August as during the other months of the year, but there is no reason why we should not make the same rate of increase as we have been making during the balance of the year. It is time we investigate ourselves a little to see just where the fault lies.

A glance over the records shows that a few men have reported sick and a few others have been taking vacations and there are some who offer no particular excuse. We suspect that some of the men have not reported business have been taking vacations, at least they have not been putting forth their usual efforts.

We note there is a tendency on the part of salesmen who are working on commissions to lay down when things are not coming just the way they wish them to. Their own view of the matter is, "It is nobody's business but my own if I am not making any money. If I want to take a few days off it is my own loss." This is an entirely erroneous view to take of the matter. Each of you has been assigned a specified territory. If you do not work this territory then the Company is not getting all the business it should get, and we as well as yourselves are the losers.

We don't object to salesmen having a vacation but the fact is most of you will take at least thirty days vacation and some of you more than that at the end of the season. We at headquarters have to be satisfied with not more than two weeks vacation at the most. If you expect to make a success of your business you must look after it in a business like way.

While the business for the week shows a decided increase over the previous week and a small increase over the corresponding week of last year the fact remains that the individual salesmen have made a poor showing. That this is not due to any weakness in the line you carry or to the fact that all the orders are taken is proven by the mail orders which were received during the week. A short time ago we received an inquiry from an old customer asking for a price on 2,000 of the "Lincoln" hangers in the large size. Now as a matter of fact the salesman who covers this territory should have called upon this party long before this. He could have very easily secured the business for immediately upon our sending quotations we secured an order amounting to $364.00. This is only one instance. As a matter of fact we are receiving inquiries nearly every day from all parts of the country proving conclusively that there are still many orders to be placed.

Another order received during the week was an increase from a customer that placed an order amounting to $1,420.00 earlier in the season. They decided to make it 5,000 more thus increasing the order over $600.00.

The fact is, take the country as a whole the conditions are exceedingly encouraging and we firmly believe that if the entire force will get down to good, steady, systematic work the results for the remainder of the year will be proportionately better than they have beeen up to this time.

We hope by the time this copy of the Review reaches you that the sick list will have entirely disappeared and that you will all be ready to put forth your best efforts for a normal business during August.

This is the time of the year when many people are taking vacations. If you can arrange your work so as to visit the smaller towns of your territory at this time you will find that the vacation habit does not afflict business men in these towns as much as in the larger cities.

Remember we are not going to be satisfied with simply beating our last year's record. We must make an increase really worth while and we have to depend on you to do it.

Get out the map of your territory, go over it carefullly, see what towns you have not worked and arrange to work them. Make it a point to see the prospects which you called on earlier in the year and which you think there is a chance to close later. Write letters to these prospects. Keep in touch with them

and you will find that it will pay you. Remember that we furnish advance cards for you. Are you using them to the best advantage? We stand ready to offer you every assistance possible and if you will do your share we will send the increase up to proper proportions in short order.

We are glad to see that the reports for the current week are coming in much better than for several weeks past and we trust that the entire force will get down to work from now on and make it unnecessary for us to again discuss the week's business in this vein.

Number of Orders.

Mr. Cies leads the force under this heading, having booked a total of eleven orders during the week. This helps out his score materially in thee handicap contest, as he counts ten point under this heading. His total score for the week is twenty-nine points and he moves into fifth place in the total score up to and including July 17th. Mr. McLaughlin stands No. 2 with nine orders to his credit. Mr. Urmson No. 3 with eight orders. Messrs. Carter, Lindon and Matthews tie for fourth place with seven orders each. Messrs. Fairbairn, Huffert and Moore tie for fifth place with six orders each. Four salesmen tie for sixth place with five orders viz: Messrs. A. E. Gerlach, S. L. Smith, Brooks and Woodman.

Days' Business.

Mr. Cies and Mr. Carter both report perfect weeks, and as a matter of fact they are the only two salesmen who wrote business every day during the week. These two men as most of you know work in Kansas, and we might say side by side. Their names appear side by side in our sales book, and it is noticed that it is not unusual to record perfect weeks to both Mr. Cies and Mr. Carter. We often wonder why it is that these two men and others can write business, comparatively speaking, every day, whereas there are men on the force who rarely send in a perfect week's business. Of course, we may be wrong but we are inclined to think that this is simply due to the fact that these two men work with the determination of getting business every day. While they are the greatest of friends we can easily imagine that there is a certain amount of rivalry existing, and it is just this very feeling that makes good salesmen. We point to the work of Mr. Cies and Mr. Carter not because they have done anything unusual in the way of a large business this particular week, but because it is noteworthy that they are the only two writing perfect weeks for the week ending the 17th and because their names appear so frequently under this heading.

We would like to see many other salesmen secure business every day. Of course, at this time of the year when the weather in some sections is extremely hot, it is not an easy matter to keep going and do business every day. At the same time we know that many salesmen could make a more respectable showing if they would work with a determination of writing business with greater regularity.

Some few salesmen write business on five days and a greater number, four days, and if anything the work of the force shows a slight improvement over the preceeding week.

STANDING OF G.-B. SALESMEN WEEK ENDING, JULY 17, 1909:

	No. Orders
Albert	8
Barber	1
Beelman	12
Bowles	Not Working
Brooks	12
Carter	16
Cies	29
Conkling	5
Coulter	0
Ellis	0
Fadely	5
Fairbairn	8
Finley	5
Gerlach, A. E.	8
Henaghan	2
Huffert	21
Lindsley	3
Lott	Not Working
McCullough	13
McCully	10
McDonald, H. B.	Not Working
McDonald, W. A.	5
Marks	8
McLaughlin	34
Meyer	2
Moore	13
Osmun	5
Parks	Not Working
Reilly	4
Roberts	Not Working
Saxton	7
Shepard	0
Shimmin	0
Smith, F. A.	Not Working
Smith, H. E.	6
Smith, S. L.	9
Thompson	3
Ungerer	8
White	7
Woodman	8

TRIFLES MAKE PERFECTION

One of our competitors used to carry a motto on most of their advertising matter, using the well known quotation, "Trifles Make Perfection, but Perfection Is No Trifle." Of course, the meaning that they intended to convey was that they paid a great deal of attention to trifles, and as a result their product was perfect. While there may be some question on that point, there is no question but that perfection depends on the care given trifles. This is especially true of the work of a salesman. There may be salesmen who will make success in spite of inattention to details, but most of us find it necessary to look after the loose ends.

One of the most successful calendar salesmen of whom the writer has any knowledge claims that his success is largely due to his careful attention to trifles. His orders are always made out with exceeding care. The advertising matter is spelled out carefully, and if there is an obscure point it is explained in detail. As a consequence his orders were invariably filled without any trouble. Although his average order was small, and he secured many of them from small buyers, he was so careful about learning the particulars of their business and their credit standing, that he lost very little commission on orders on account of failure to pay the bills. His idea was that it did not pay him to exert his energy to sell a customer who could not or would not pay for the goods when they were delivered.

Although he was a hard worker he always had time to make out his reports each day. Every time he visited a town he went over the list of buyers and prospective buyers furnished him by the house, and checked off every name, stating whether it ought to be kept on the advertising record or not. In this way his advertising list was absolutely clean and up to date. If he found a new name which he thought ought to go on the advertising record he sent it in with his report. If he found a prospective customer who could not be sold at the time, he gave full particulars to the house. At the same time he kept close track of that prospect himself, and if it were possible for him to come back to the town he did so at the right time. He always made it a point to use advance cards, sending them out himself, or instructing the house to send them out at the right time. In fact, he attended to every detail of his business with as much care as any merchant or other business man would do.

We are mentioning this for the benefit of quite a number of our salesmen who are not giving the attention to details they should. For example, it would surprise you to know the number of salesmen who fail to date their letters. Frequently they do not sign them, and it is a common thing to have them omit the town from which they write. Some men neglect to furnish us route cards.

We wish we could impress upon every salesman the great importance of business trifles. Systematize your business. Attend to every detail. Keep track of all your customers and prospective customers. The results will warrant the small additional labor, and the additional labor is small if you attend to it each day. A half hour in the evening is all that is necessary to send in complete reports.

It is of extreme importance that our advertising record shall be kept clean and up to date. Unless you do this we are likely to spend hundreds of dollars sending out advertising matter to concerns that are out of business, or to whom it is useless to advertise, while many concerns who should know about us will not be on our list. The success of the G-B Co. depends to a great extent on the salesmen, and the salesmen's success depends to an equally great extent upon their attention to these trifles.

SUBJECT TO COUNTERMAND ORDERS

We have said so much on this subject that most of the salesmen have finally come to realize the importance of not taking orders subject to cancellation, and we are receiving very few of this kind. Once in a while there may be an excuse for taking this kind of an order. Occasionally one will run across a prospective customer who has promised to see another line. A forceful salesman will frequently overcome this objection and secure the order without giving the other fellow a chance. Generally speaking, when such an order is placed it is lost. When the other man comes around your samples are not at hand to compare, and even if

they were the other man has his personality along with the samples, and if he is a good salesman he can knock out even better goods than those he is showing.

It is gratifying to note, however, that in a few instances the G-B Line has won out in spite of the fact that the G-B salesman and the G-B samples were not at hand when the rival salesman called. Mr. Moore had four orders pass the critical period July 1st. Two of the orders were placed by banks, and in both cases they had promised to see another line before buying. It was very early in the year, and Mr. Moore was unable to get an unconditional order. As a last resort he accepted the order subject to cancellation. Evidently the banks were so well impressed with the G-B pictures they selected that they let the order stand. Another of the orders placed by a bank was made conditional on the condition of the corps. Fortunately the crop condition was satisfactory, and the order was not cancelled. The last one was placed by a concern that has been buying of The Murphy Co., and had promised the Murphy salesman to wait for him. Waiting in this case did no good.

However, the fact that these four orders escaped cancellation should not be taken as an excuse to accept orders of this character at this time. It is evident that Mr. Moore made a good impression personally, and for his goods, upon the buyers. It must be always borne in mind, however, that a subject to cancellation order is just better than no order at all.

NEWS FROM THE FIELD

A COMPLIMENT TO THE G.-B. LINE.

Early in the year Mr. McLaughlin called upon a buyer in his territory who usually buys 500 Calendars. After looking over the line he agreed to divide the order, giving Mr. McLaughlin half and saving the other half for the people from whom he had been previously buying his Calendars. This was the best Mr. McLaughlin could do, and figuring that half a loaf was better than none he was saisfied. The other day he dropped in to see this buyer again and was rather surprised upon being told to duplicate the first order. The buyer went on to say that he had looked at a number of lines but that the G.-B. line had them all beaten. We might add that the subject that landed this order was "Twilight" by Lamasure. Mr. McLaughlin's letter follows:

"Did not get much business today but the order that I did get made me feel pretty good as it is an increase. When this buyer gave me the first order this Spring for 250 Calendars he said he would have to divide the order giving me 250 and my competitor 250. I dropped in to see him today and he told me to duplicate his order. Said he had looked at a good many of the lines but the G.-B. line had them all beaten. Hope I can get many of my customers to increase their orders.

McLaughlin."

ANNOUNCEMENT THAT THE GREATER G.-B. FACTORY IS COMPLETED ENTHUSES THE SALES FORCE

We have had some enthusiastic letters from the sales force as regards the factory, and those of the force who have been in Joliet of late and looked over the new building have actually been thunderstruck at the enormous floor space and the added equipment entering into the additions. Some of our competitors have gone so far as to say that the additions to the G.-B. factory, and the claim that we have "the largest factory in the world devoted to the manufacturing of Calendars" is all an advertising scheme, and it would not surprise us to learn that some of our own sales force actually believe that we have stretched a point in giving the dimensions and perpective of the new factory. As a matter of fact, when one looks at the present factory from the street it looks larger than in the reproduction in the hands of the sales force. We feel sure that every man will be agreeably surprised when he comes to convention next December. Mr. Cies writes as follows:

"It thrills me with delight to know that "our" new factory is completed and I can hardly wait for the time to come when I will see it. Pardon me for the possessive interest I

feel in this plant, and the hope that it will pay me dividends on your Kansas business for many years to come. I will do what I can to make the coming week better than charter week. H. W. Cies."

IT PAYS TO KEEP AFTER THEM.

In the last issue of the Review we quoted an experience of Mr. Fadely's and a letter he wrote regarding an order which he would not have landed had he not watched the prospect very closely. Mr. Marks has had a similar experience, as we assume many of you have, and there is no question in our minds but that if Marks had not been persistent in keeping after this buyer, that the order would have gone to B. & B. His letter follows:

"Reading Mr. Fadely's letter in the Review calls to mind the circumstances which surround the ..... Savings Bank order which I wrote this week.

I called on these people in February but was informed that they bought of B. & B. and had promised that they would wait for him, and only gave me and our line a "passing glance." I called upon them again in April, but got the same story that they were still waiting for B. & B. Last week I was in their territory so telephoned to the Asst. Cashier and found they were still waiting for the B. & B. man. I made up my mind I would call on them again, so one morning I blew into the bank just after it had opened, with a "Hello there, How's Mr. L..... this morning." He looked up and smiled and wanted to know what I was doing in his town. "Well I just came in to see you, don't expect to do any business with you, but just wanted to see you." We "buzzed" around for a few minutes and then I said "Looks like the B. & B. man is rather giving you the go-by this year. Suppose he thinks your order isn't worth coming after?" "Mr. L....," I said, "I have called on you three times, and to tell the truth I just believe, if I have got anything in my line that suits you and you think the price is right, I believe I have earned your order."

He smiled, and said, "I guess you have earned it all right, and to cut a long story short you just take your case and go up and see my wife, I am going to let her pick out the Calendars this year, and if you can find anything she likes maybe we can trade."

After he had signed the order he said, "Well you sold me after all, and an order for about twice what I ever bought before." "Pays to keep after them.

W. Jay Marks."